

Background

Digital tools, networks and platforms offer a variety of opportunities for maximizing research communications and to advance your scientific career. They can be utilized to reach a wider audience for your recent publications, to optimize visibility and perception of your online presence or to engage and network with scientists in your own or a related discipline.

This course will highlight the benefits of the digital era for the advancement of Science and what aspects to be aware of. We will discuss features of both general and scientific professional social networks and look at their privacy and security terms and conditions.

Developing a digital strategy can help in making digital networking a time-efficient and worthwhile experience. Relevant Search Engine Optimization (SEO) measures will be presented so that any science-related online presence has a lasting and engaging effect.

Content

- Academic and Popular Science Writing
- Blogs, Facebook, Twitter & Co. in a Research Context
- Privacy and Security Settings
- Social Networks designed for Scientists
- Intro to Search Engine Optimization (SEO)
- Develop your own Digital Strategy
- How to protect Intellectual Property in the Digital Age

Target Audience

PhD students with B1 or higher level of English

Note: BYOD (bring your own device)

Term and Application

- April 21, 2017, 10 am – 6 pm
- Venue: Anhalter Zimmer, Universitätsring 5 (Burse zur Tulpe), 06108 Halle (Saale)
- Group size: maximum 12.
- Workshop-Language: English.
- **Application period between February 13 and April 14**
email to: **koordination@ingra.uni-halle.de**
- Applications are considered in chronological order of receipt. You will be notified.

Trainer profile

Johanna Havemann obtained a PhD in Molecular Biology in 2010. Her working experience covers NGOs, science startups and international institutions including the United Nations. Her goal is to equip scientists with the tools and techniques they need for a successful academic career by developing their own personal style tailored to their specific skills and prerequisites.